What Is Claimed:

1. A method of continuously producing a chewing gum material in a continuous extrusion mixer which has substantially the same properties as the same chewing gum material produced by a batch process, said method comprising the steps of:

producing a control sample of the chewing gum material by a batch process, said material comprising pre-specified ingredients;

producing a plurality of test samples of said chewing gum material using a continuous extrusion mixer, said material comprising said pre-specified ingredients, said test samples differing from one another based on a variable utilized in said continuous extrusion process;

evaluating said plurality of test samples;

comparing said evaluations of said plurality of test samples with the properties of said control samples; and

selecting one or more of the test samples.

2. The method as set forth in claim 1 wherein at least three variables are utilized in the plurality of test samples and wherein said evaluating is carried out by expert testers.

3. The method as set forth in claim 1 further comprising the step of modifying at least one of said variables in order to modify the properties of said chewing gum product made by said extrusion process.